

Message

From: Mears, Mary [Mears.Mary@epa.gov]
Sent: 7/23/2020 4:28:52 PM
To: Lopez, Peter [lopez.peter@epa.gov]
CC: Gromer, David [Gromer.David@epa.gov]; Rodriguez, Elias [Rodriguez.Elias@epa.gov]; Byck, Sabina [Byck.Sabina@epa.gov]; Soltani, Beth [Soltani.Beth@epa.gov]; Hickey, Maureen [Hickey.Maureen@epa.gov]; Kopec, Slawomir [kopec.slawomir@epa.gov]
Subject: FOR RA Review: R2 Social Media Content for Week of 7/27 - 7/31
Attachments: USEPA_50thAnniv_Brownfields BerryLanePark_v02.mp4

Importance: High

So sorry, Pete, I missed an email on this and should have sent sooner. Please find the social media plan for the coming week below.

TOPICS:

- Monday - July 27, 2020: Berry Lane Park / CCLR Brownfields Webinar
- Tuesday - July 28, 2020: Gowanus CAG Meeting
- Wednesday - July 29, 2020: Riverside Public Meeting
- Thursday - July 30, 2020: Areas of Concern Informational Post
- Friday - July 31, 2020: Lake Appreciation Month Lake Champlain Basin Program

TOPIC	POST DATE	MESSAGE
Berry Lane Park	Monday – July 27, 2020	<p>Twitter/Facebook:</p> <p>#EPAat50:Once a #brownfield, Berry Lane Park in Jersey City, New Jersey is a shining example of how we work together to turn a wasteland into a recreational oasis! #BetterTogether</p>
CCLR Brownfields Webinar	Monday – July 27, 2020	<p>Twitter:</p> <p>@LandRecycling is hosting a free #Brownfields webinar on July 30 from 11am to 12pm. The content covers prioritizing sites and tips for online marketing. Register here now: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA_Jto?mc_cid=...</p> <p>Facebook:</p> <p>Brownfields redevelopment is a worthy goal as repurposed sites can drive community economic revitalization. Engaging communities around Brownfields sites is important and utilizing online marketing tools and print materials, like fact sheets or community updates, are crucial for effective partner and stakeholder engagement.</p> <p>If you're interested in learning more about taking inventory, prioritizing sites, and online marketing, join us for a free webinar to discuss these topics and more on Thursday July 30 from 11a-12p. Register today: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA_Jto?mc_cid=...</p>
Gowanus CAG meeting	Tuesday - July 28, 2020	<p>Twitter:</p> <p>#ICYMI The next virtual @GowanusCAG meeting is on tonight at 6:30 pm. We'll be discussing the latest Gowanus Canal #Superfund site and will be answering your questions. Come and join us. Thank you for...</p>

Facebook:

Tonight is the next virtual meeting of the Gowanus CAG, where we'll be discussing the latest developments at the #Superfund site, as well as answering your questions. We look forward to your participation.

Your participation in community advisory group meetings is evidence of the dedication of the community to clean up the Gowanus Express waterways and #Superfund sites. Thank you for your continued support!

Riverside
Public
Meeting

Wednesday
– July 29,
2020

Twitter:
We will be hosting a virtual public meeting on Wednesday Aug 5, 7p – 9p, to present the plan to clean up the #Superfund site. We'll be answering your questions too. Your input is important to us and the work we do. Register here: <https://www.eventbrite.com/o/us-environmental-protection-agency-30042459368>

Facebook:

The proposed plan for cleaning up the Riverside Industrial Park #Superfund site, located at 29 Riverside Avenue in Newark, has been selected after considering several alternatives. We will be hosting a virtual public meeting on August 5 from 7pm to 9pm. Register here: <https://www.eventbrite.com/o/us-environmental-protection-agency-30042459368>

Public input is essential to EPA's decision making, and public comment is important to both the agency and the community. We have now opened up the public comment period, which will run until August 21. You can also read the proposed plan here: <http://www.epa.gov/superfund/riverside-industrial-park>

Informational
post on
Areas of
Concern

Thursday –
July 30,
2020

Twitter:
Are you familiar with Great Lakes Areas of Concern? An area of concern is an area where the ecosystem could be impaired due to serious pollution problems. There are currently 36 AOCs on EPA's AOC list. Register here: <https://www.epa.gov/great-lakes-aocs>

Facebook:

Are you familiar with Great Lakes Areas of Concern? An area of concern is an area where the ecosystem could be impaired due to serious pollution problems. In other words, it's a site that has experienced environmental problems. There are currently 36 AOCs on EPA's AOC list, so maybe there's one in your area. Find out more here: <https://www.epa.gov/great-lakes-aocs>

Areas of concern were first designated in 1987 when the United States and Canada established the U.S.-Canada Great Lakes Water Quality Agreement due to environmental degradation as a result of human activities.

Lake
Appreciation
Month: Lake
Champlain
Basin
Program

Friday - July
31, 2020

Twitter: S/O to our partner, @LakeChamplainBasin Program, for preventing the highly invasive aquatic plant hydrilla from invading the lake at www.lcbp.org/2019/10/lake-champlain-steward-intercepts-hydrilla/ #HappyLakeAppreciationMonth!

Facebook: Shout out to our partner, Lake Champlain Basin Program, for the work they're doing to protect the lake. Over the past year, the program has been working to prevent the highly invasive aquatic plant hydrilla from invading the lake. Hydrilla is known to displace native plants, clog waterways, and interfere with boating, fishing, and swimming. It is hard to control, which is why interception is essential. Learn more about how Lake Champlain Basin Program is preventing the aquatic plant from invading the lake at www.lcbp.org/2019/10/lake-champlain-steward-intercepts-hydrilla/ #HappyLakeAppreciationMonth!

[Placeholder
for RA PR
Trip
Retweet]

Friday - July
31, 2020

Twitter:
[placeholder]